MULTIMEDIA UNIVERSITY ®

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018 / 2019

PLT0014 – UNIVERSITY LEARNING TECHNIQUES

(All Sections)

13 MARCH 2019
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **THREE (3)** pages excluding the cover page.
2. Attempt **ALL FOUR (4)** questions.
3. Write your answers in the Answer Booklet.

QUESTION 1 [20 MARKS]

a. Briefly explain why it is important for students to set clear goals at the beginning of their academic semester. (6 marks)

b. Briefly explain the ***FOUR (4)*** quadrants of how time can be prioritized based on the activities that need to be completed. (4 marks)

c. Provide ***TWO (2)*** reasons why it is important for a student to be able to identify his or her learning skill. (4 marks)

d. Anita is an applied leaner while James in a conceptual learner. Suggest the best learning strategies for each of them. (6 marks)

QUESTION 2 [30 MARKS]

a. Provide ***FOUR (4)*** reasons of why it is important for students to take notes during lectures. (4 marks)

b. Sam is attending his first lecture with Professor Smith tomorrow. What ***EIGHT (8)*** effective note taking tips would you give him? (8 marks)

c. Read the following excerpt from Professor Smith's lecture. Come up with lecture notes based on the informal outlining method. (18 marks)

"Good morning everyone. Please hurry up and be seated so we can begin with today's lecture on Barriers to Effective Communication. Now, let's have a quick recap. During our last lecture we covered two main areas – namely the choice of communication and persuasive communication strategies. Today, we will be looking at what can actually retard or distort effective communication. Firstly, have you ever heard of the term 'filtering'? You may know filtering as an act of segregating good from bad or simply grouping things or ideas into groups. In communication, it is similar but with a slight difference. The act of filtering refers to a sender's action of purposely manipulating information so the receiver will see others more favourably. For example, when a subordinate only tells the manager what he thinks the manager wants to hear – obviously avoiding all the negative or unpleasant bits of information. What happens when the subordinate does this? Upward communication actually gets distorted. Harmless? If the manager does not check the information he obtained and makes decisions based on the filtered information, the outcome can be costly. The next one is selective perception. This takes place on the receiver's end. Receivers in the communication process will only selectively see and hear based on their needs. They may also project their interests and expectations into communication as they decode them. To illustrate, an employment interviewer who firmly believes that all oversea graduates are better than local graduates will most likely pay more attention to description given of these graduates during the selection process. Now, moving on, Individuals have a finite capacity for processing data.

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When the information we have to work with exceeds our processing capacity, the result is information overload. What happens when individuals have more information than they can sort and use? They tend to select, ignore, pass over or forget. Some may even put off further processing until the overload situation ends – and this results in loss of communication or less effective communication. Next is emotions. This can be a barrier to effective communication as people tend to interpret the same message differently based on their feelings. People in negative moods are more likely to scrutinize messages in greater detail compared to people in positive moods who may accept communication at face value. One of the most common barriers would be none other than language. Other than using different language – which would be an obvious barrier – usage of language can also differ based on context and age. O & G to us would probably be a short form for oil and gas but for those in the medical line, it means obstetrics and gynaecology. Chill for the older generation would most commonly refer to a temperature, whereas to the younger generation it means the condition of being relaxed. Don't get me started on all the short forms you young people use nowadays – especially in online messages..."

QUESTION 3 [30 MARKS]

a. Read the following statements. Write ***F*** if the statement is a ***FACT*** and ***O*** if the statement is an ***OPINION***. (10 marks)

i. Based on the information I obtained from the employees in the marketing department, it seems that the CEO of the company will be announcing the latest incentive plan this evening.

ii. According to Reuters, hurricane Helena killed 450 people in California earlier this year and left some 289 families homeless.

iii. Data obtained from the simple survey we conducted reveal that most female students prefer to study in groups while male students prefer to study alone.

iv. Based on the 2017/2018 report by the Ministry of Finance, the Malaysian economy experienced a 5.7% growth in the first six months of 2017.

v. Most people in the suburban areas in Malaysia are experiencing urban poverty as they try hard to make ends meet.

b. Read the following situations. What can you infer from the situations? (10 marks)

i. Tina walks into the room with her head down. Her eyes are red and watery. Her nose is all puffed up and red. She is holding a handkerchief in her hand.

ii. Rania is waiting in the car while her son collects his exam results. She sees him running towards the car while waving a piece of paper in his left hand, smiling ear to ear.

iii. Ron walks into the house. His housemate is on the sofa, sitting under a thick blanket. His hair was a mess and he had lots used tissue around him.

iv. A child is seen roaming the streets. He looks unkept. He stopped at a few restaurants, peered through the glass windows, looked down and walked away.

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v. Jack is sitting for his exam. He flips the pages of the exam question paper a few times, rubs his forehead, scribbles something in his answer booklet and closes it. He then covers his face with both hands, submits his answer script and drags his feet out of the exam hall.

c. Read the following statements. Write ***T*** if the statement is ***TRUE*** and ***F*** if the statement is ***FALSE***. (10 marks)

i. Readers can evaluate the source of their information by identifying who the author of the book is and reading up on is or her background.
ii. Biasness refers to an individual's inclination to lean towards a viewpoint.
iii. An author can make use of emotional appeal as a way to gain support from readers.
iv. "The teacher is a raging lion now! Stay away!" This is an example of a simile.
v. "We have a little Mozart in our family." This is an example of personification.

QUESTION 4 [20 MARKS]

a. Read and paraphrase the following short paragraphs.

i. New university students face many challenges on a daily basis before they finally settle down. As they whiz through campus every single day, they discover new things and have to adapt accordingly. They have to learn new systems, make new friends, and some may even need to get accustomed from living away from home for the first time. Some adapt quickly while others make require more time – it really depends on the individual themselves. (5 marks)

ii. Marketing has always been about connecting with your audience in the right place and at the right time. Today, that means you need to meet them where they are already spending time: on the internet. Digital marketing has actually changed the way businesses market their products and services and businesses have to leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers. (5 marks)

iii. Instagram has grown rapidly, trampling competitors like Snapchat and Twitter along its way by adopting new features and evolving fast. A few reasons of why Instagram is such a big hit is none other than the fact that it really works well on the mobile – and most people are on their smartphones! Another reason is people are more responsive towards imagery and prefer to interpret images rather than words. (5 marks)

iv. Coffee is one of the world's popular beverages and has been proven time and time again to be beneficial for one's overall being! According to a study conducted, results reveal that coffee is the number one antioxidant source that can protect the body against damage caused by harmful free radicals and fight diseases. (5 marks)

End of Paper.